

Just Eat Partners with Eflorist to Champion Local Floral Experts

- Bespoke floral arrangements will be available via Just Eat in under one hour, starting with four expert London florists*.
- In its 20th anniversary year, Just Eat continues to evolve for customers by building a rapid delivery platform that spans groceries, wellness, electricals, dry cleaning and now flowers.
- Just Eat and Eflorist share a commitment to supporting independent florists to flourish.



Just Eat has announced an exclusive partnership with leading international flower network, Eflorist, to bring freshly prepared bouquets from local independent florists to customers in under an hour. All of the bouquets feature freshly sourced flowers from trusted growers, arranged with care by local floral experts.

Launched today with four expert florists in London, the partnership brings together Eflorist's network of independent floral experts with Just Eat's reach, with 19 million customers across the UK. The service is expected to rapidly expand both in the UK and beyond.

This also marks the latest step in Just Eat's expansion into retail. In its 20th year in the UK, customers can now use the app to order everything from wellness products to groceries, electricals and most recently dry cleaning, launched via the platform with the UK's leading laundry service, Laundryheap.

Championing Independent Businesses

Both Just Eat and Eflorist are built on helping independent local businesses reach more customers. Originally known as Teleflorist, since 1947 Eflorist has helped customers send flowers for all occasions with confidence. In the early days, customers would walk into a participating local florist and their order would be faxed to a florist near the recipient's home. Eflorist later pioneered online flower delivery and in 1995 were the first brand to take a flower order via credit card.

Just Eat also began as a marketplace, and today, continues to champion local high street heroes. Earlier this month Just Eat also announced the winners of its UK Restaurant Awards, one of many ways it continues to champion small businesses on the platform.

Chris Price, Head of Operations & Group Product for Eflorist said: *"We're proud to help customers mark life's moments with beautiful, fresh flowers, and we're delighted to be partnering with Just Eat to make that even easier. By combining our expertise in flowers with Just Eat's rapid delivery capabilities, customers can now have flowers delivered directly to someone's door within an hour - making them more accessible for everything from celebrations to spontaneous gifts. As Just Eat continues to expand its retail offering, we're excited to be part of that evolution and to reach even more customers across the UK."*

Caroline Bates, Grocery and New Verticals Director at Just Eat UK, said: *"Our partnership with Eflorist is another step in our ambition to become the UK's go-to convenience platform. Twenty years ago we launched to help small businesses sell takeaways. Today we offer rapid delivery on a diverse range of products from pints of milk to phone chargers and now posies and peonies. We're all busy and whilst sending flowers is such a special way to show someone you care, it's another job on the to-do list. Using Eflorist via Just Eat will mean you know a beautiful hand-crafted bouquet will be sent to your loved one, with the additional advantage of delivery in under one hour."*

Phil, Shop Manager of LittleWild, one of the four florists kicking off the partnership, said:

"We are really excited about the collaboration Eflorist is making with Just Eat. We are looking forward to bringing high-end floristry to a new generation and demographic of customers. Having two of the leading brands in their respective fields collaborating together will assure customers of the service and product quality they will receive. Just Eat customers will also be privileged to receive the experience of top grade and bespoke floristry, provided by a local independent."

Ends

***Florists launching**

- Windmill Flowers - Kennington
- LittleWild - Richmond
- Angel Flowers - Angel
- J.C. Meade Florist - Hackney

How it works

- Customers browse a range of floral arrangements within the Just Eat app, provided by local Eflorist partner florists.
- Orders are prepared and hand-tied by the local florist.
- Delivery is fulfilled via Just Eat's courier network in under one hour.

Notes to Editors

Pilots are launching today in the UK and Germany. Rollout plans include expanding into Belgium, Austria and Poland with additional markets set to follow. The goal is to onboard approximately 1,200 stores across Europe.

Find out more about the history of Eflorist [here](#)

About Just Eat Takeaway.com

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Just Eat Takeaway.com is one of the world's leading global on-demand delivery companies.

Headquartered in Amsterdam, the Company is focused on connecting consumers and Partners through its platforms. With 362,000 connected Partners, Just Eat Takeaway.com offers consumers a wide variety of choices from restaurants to retail.

Just Eat Takeaway.com has rapidly grown to become a leading online food delivery marketplace with operations in Austria, Belgium, Bulgaria, Canada, Germany, Ireland, Israel, Italy, Luxembourg, Poland, Slovakia, Spain, Switzerland, the Netherlands and the United Kingdom.

Most recent information is available on our corporate website and follow us on [LinkedIn](#) and [X](#).

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